

# MARKETING AND COMMUNICATION EXECUTIVE

## RICH GODFREY

Rich Godfrey 1831 Charline Ave. NE Atlanta, GA 30306  
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### **Senior Communication Executive**

Fulfilling organizational goals and objectives by coordinating marketing, branding and public relations.

### **Profile**

Recognized communications expert offering 23 years of marketing, brand communication and graphic design experience. Results oriented leader in communication analysis, strategy, implementation and maintenance. Dynamic leader, able to build team cohesion and inspire individuals to maintain strategy and achieve business goals and ROI. Exceptional ability to communicate and interface easily at senior executive and board of director levels.

### **Professional Experience**

#### **January, 2008 - present - Godfrey Communications**

Full-service communication consultancy, specializing in marketing and graphic design. Capabilities include, print, web design, marketing and branding.

#### **2002 - January 2008 Hands On Atlanta. Atlanta, GA**

*Director of Communications, Marketing and Recruitment*

Senior management responsibility for all marketing, public relations, brand development and recruitment initiatives. Daily departmental management of ten full-time marketing and recruitment professionals.

### **Selected Results**

- Raised annual volunteer recruitment levels from 5,000 to 15,000 new members annually.
- Created a five-year communication, budget and marketing plan for all programs and initiatives including recruitment and public relations.
- Developed and implemented all annual departmental planning.
- Hired in-kind support and directed Austin Kelley Advertising and See See Eye Design, Grey Advertising, Michael Sater Creative, and Communication 21 Public Relations.
- Created customer service initiatives, increasing volunteer retention 43%.
- Re-aligned the diversity of volunteer base to more closely resemble the diversity mix of Atlanta's population.
- Co-leader of Hands On Atlanta's response to Hurricane Katrina mobilizing more than 4,000 volunteers for the initial one-month response and within six months recruited hundreds of volunteer advocates to resettle 300 volunteer families in the metro Atlanta area.
- Created integrated marketing campaigns for annual Hands On Atlanta Day, MLK Service Summit and on-going branding campaign featuring business leaders and celebrities, such as Indigo Girls, Jane Fonda, WSB-TV News Anchor, Jovita Moore and UPS CEO, Mike Eskew.

#### **1992 - 2002 FUSE, Inc. Atlanta, GA**

*President*

Founded and led mid-sized communications firm holding full P&L responsibility. Oversaw all finances, business development, client relations, human resources and administrative affairs.

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### **Selected Results**

- Led company to sustained bottom-line profitability in one year. In the first three years, grew the company revenues 75%.
- Transitioned company model from a mid-level design studio to a nationally recognized, award-winning brand communications firm.
- Facilitated numerous successful communications initiatives in both for-profit and not-for-profit arenas; worked with organizations of all sizes from start-up to multi-billion dollar companies, both domestic and global.
- Maintained excellent customer relations with virtually zero unsatisfactory experiences.
- Helped clients create economical marketing plans that maximize results while working within limited budgets.
- Recognized by peer groups with several major industry awards.
- Company and/or work featured in many industry publications.

### **1987-1992 Iconologic (previously Copeland Design) Atlanta, GA**

*Vice President, Creative Services*

Responsible for managing strategy and design for multiple clients, including The Atlanta Olympic Organizing Committee and The Coca-Cola Company.

### **Selected Results**

- Managed the creative team and the communication strategy for Atlanta's successful 1996 Olympic and SuperBowl XXVI bids.
- Developed software to integrate communications between finance, account services and creative services.
- Led company to be the first firm in Atlanta to transition to a fully computerized design model.

### **1991 - 1994 The Portfolio Center and Georgia State University, Atlanta, GA**

*Part-time Instructor of Graphic Design and Corporate Identity*

Currently a guest lecturer on brand communication at Georgia State University.

### **1983 - 1987 Home Box Office, Inc. New York, NY**

*Graphic Designer*

Helped guide the development and design of multi-million dollar marketing campaigns. Played a key role in strengthening HBO's in-house creative department significantly reducing costs by reducing reliance on outside agencies.

### **Education & Training**

Communication Arts degree from Ringling College, Sarasota, FL

Continued Education at School of Visual Arts, New York, NY; The Goizueta School of Business, Executive Education Program, Emory University, Atlanta, GA

- Marketing Strategies
- MarkStrat3, Business/Marketing Computer Simulation and
- Brand Management.